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CONFID individual interest information generated on the basis of said individual audience result information;

wherein said individual audience result information is inputted from corresponding one of information supply terminals existing on a network, or said individual interest information is generated on the basis of said individual audience result information inputted from said information supply terminal; and

wherein a predetermined point/points are operated correspondingly to contents stored in said file so that said point/points are awarded to said individual person on the basis of said operation.

21. An information service system comprising:

a file which stores individual audience result information generated as a result of a media program/programs watched by each of individual persons;

wherein said individual audience result information is inputted from corresponding one of information supply terminals existing on a network;

wherein individual interest information is generated on the basis of said individual audience result information stored in said file; and

wherein a predetermined point/points are operated correspondingly to said inputted individual audience result information and said inputted individual interest information so that said operated point/points are awarded to said individual person.

22. An information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, comprising:

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at least one of an interest information generating means and an interest information input means, said interest information generating means being designed so that individual audience result information generated as results of media programs watched by said individual persons is inputted from information supply terminals existing on said network and individual interest information is generated on the basis of said individual audience result information, said interest information input means being designed so that said individual interest information generated as said results of media programs watched by said individual persons is inputted from said information supply terminals;

a file managing means for managing a file of at least said individual interest information; and

a first point-awarding means for awarding a predetermined point/points to each of said individual persons correspondingly to said inputted individual audience result information or said inputted individual interest information.

23. An information service system according to claim 22, further comprising:

a browse request responding means for allowing browse of said file in response to a browse request made by each of information-using terminals existing on said network; and

a charging information generation means for generating charging information for each of information users who has browsed said file.

24. An information service system according to claim 23, further comprising;

a personal data input means for inputting, as personal data, information about a media program/programs watched by each of said individual persons, from corresponding one of said information supply terminals; and

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a second point-awarding means for awarding a predetermined point/points to said individual person correspondingly to contents of said inputted personal data.

25. An information service system according to claim 24, wherein said system has a configuration so that said individual interest information is generated on the basis of said individual audience result information by searching a media program category storage means in which a category of each media program is stored in association with said media program.

26. An information service system according to claim 25, further comprising an audience result information aggregating means for aggregating said inputted individual audience result information.

27. An information service system according to claim 26, further comprising an information output means for outputting at least one of said inputted information and information derived from said inputted information to said information-using terminals existing on said network.

28. An information service system according to claim 27, further comprising a third point-awarding means for awarding a predetermined point/points to each of said individual persons in accordance with a point-award instruction from each of said information-using terminals.

29. An information service system according to claim 28, wherein said system has a configuration so that the point award is performed electronically on said network.

30. An information service system according to claim 29, further comprising:

a distribution information input means for receiving, from each of said information-using terminals, distribution information produced by corresponding one of

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said information users for a purpose of distributing said distribution information to said individual persons;

a distribution destination list input means for receiving, from said information-using terminal, a distribution destination list of said distribution information produced by said corresponding information user on the basis of at least said individual interest information; and

a distribution means for distributing said distribution information on the basis of said distribution destination list.

31. An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification device for identifying an individual person;

a channel selection information input device for inputting channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily when said individual person selects a channel;

an information generator for generating individual audience result information on the basis of an individual identification result and said channel selection information or for generating individual interest information on the basis of said individual audience result information; and

a transmitter for transmitting at least one of said individual audience result information or said individual interest information to said information service system.

32. An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual

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persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification means for identifying an individual person;

a channel selection information input means for inputting channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily when said individual person selects a channel;

an audience result information generating means for generating individual audience result information on the basis of an individual identification result and said channel selection information;

an interest information generating means for generating individual interest information on the basis of said individual audience result information; and

an information transmission means for transmitting at least one of said individual audience result information or said individual interest information to said information service system.

33. An information supply terminal according to claim 32, wherein said information supply terminal has a configuration so that said interest information generating means generates said individual interest information, on the basis of said individual audience result information, by searching a media program category storage means in which a category of said media program is stored in association with said media program.

34. An information supply terminal according to claim 33, in which said interest information generating means includes:

a text input means for inputting a text of said media program;

a context comprehension means for performing context comprehension of said text; and

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an interest information extracting means for extracting interest information on the basis of said context comprehension;

whereby said information supply terminal has a configuration so that said interest information generating means generates said individual interest information.

35. An information supply terminal according to claim 32, in which said interest information generating means includes:

a voice input means for inputting a voice of said media program;

a textualization means for textualizing said inputted voice as a text;

a context comprehension means for performing context comprehension of said text; and

an interest information extracting means for extracting interest information on the basis of said context comprehension;

whereby said information supply terminal has a configuration so that said interest information generating means generates said individual interest information.

36. An information supply terminal according to claim 35, further comprising a signal conversion means for converting said individual interest information into a signal which can be displayed on a monitor of said media program receiver.

37. An information supply terminal according to claim 36, further comprising a point receiving means for receiving a point/points when said point/points are awarded on said network.

38. An information supply terminal according to claim 37, wherein said information supply terminal is integrally configured with a television set, a personal computer, or a mobile apparatus each of which serves as said media program receiver.

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39. An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification device for identifying an individual person;

a voice data input device for inputting at least voice data through a media program receiver by which a desired media program can be watched voluntarily if said individual person selects a channel;

wherein said information supply terminal has a configuration to perform context comprehension of said voice data, to extract interest information on the basis of said context comprehension, to generate individual interest information on the basis of an individual identification result and said interest information, and to transmit said individual interest information to said information service system.

40. An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification means for identifying an individual person;

a voice data input means for inputting at least voice data through a media program receiver by which a desired media program can be watched voluntarily if said individual person selects a channel;

a context comprehension means for performing context comprehension of said voice data;

an interest information extracting means for extracting interest information on the basis of said context comprehension;

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CONCL. an individual interest information generating means for generating individual interest information on the basis of an individual identification result and said interest information;

and an information transmission means for transmitting said individual interest information to said information service system.

41. An information service method comprising the steps of:

collecting, from individual persons who watch media programs, information about the watched media programs;

performing file management on a file of said collected information including at least individual interest information; and

awarding a predetermined point/points to each of said individual persons in accordance with the collected information.

42. A program for use in an information supply terminal, comprising a computer, in order to make the information supply terminal capable of being used in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs, and points are awarded to said individual persons in accordance with the collected information;

wherein said computer identifies an individual person, inputs channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily if said individual person selects a channel, generates individual audience result information on the basis of an individual identification result and said channel selection information, generates individual interest information on the basis of said individual audience result information, and transmits at least one of said individual audience result information and said individual interest information to an information collecting server provided in said information service system.